

ORDER



Orders	Order / Rev:	164389
	Alt Order #:	06295068
	Product Desc:	60 PLUS ASSOC SENATE
	Estimate:	1961
	Flight Dates:	08/24/12 - 08/30/12
	Original Date / Rev:	08/23/12 / 08/23/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	<u>Matthew Norten</u>
Sales Office:	<u>HDC</u>
Sales Region:	<u>NAT</u>

Agency	Name:	Mentzer Media Services
	Buying Contact:	Elise Cloyd
	Billing Contact:	
		600 Fairmount Ave. #306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser:	Name:	Issue/80 Plus Association
	Demographic:	A50+
	Product Codes:	PL issue
	Priority:	P-1
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
 Order Separation: 00:15:00 _____
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	5	\$10,200.00	\$8,670.00
08/27/12	08/30/12	15	\$18,750.00	\$15,937.50

Totais

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	5	\$10,200.00	\$8,670.00	0.00
September 2012	15	\$18,750.00	\$15,937.50	0.00
Totals	20	\$28,950.00	\$24,607.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	37%	\$28,950.00
Market	100%	\$78,243.24

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	33%	\$25,820.27
WITI	15%	\$11,736.49
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	15%	\$11,736.49
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WDJT	08/24/12	08/24/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	M-F 630p-7p	----1--	:30	1	\$1,000.00	P-1	0.00 NM	1	\$1,000.00
				WHEEL									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 08/20/12	08/26/12	----1--	1	\$1,000.00	0.00						
E 2	WDJT	08/24/12	08/24/12	NFL Pre-Season Friday SPRT NFL Pre-Season Friday	Various	----1--	:30	1	\$3,500.00	P-1	0.00 NM	1	\$3,500.00

Order / Rev: 164389
 Alt Order #: 08295068
 Flight Dates: 08/24/12 - 08/30/12

Advertiser: Issue/80 Plus Association
 Product Desc: 60 PLUS ASSOC SENATE
 Estimate: 1961

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NFL PRESEASON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	----1--		1		\$3,500.00		0.00				
E 3	WDJT	08/25/12	08/25/12	NFL Pre-Season Saturday NFL- Preason Saturday	CM	Various	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
NFL PRESEASON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----1-		1		\$3,500.00		0.00				
E 4	WDJT	08/26/12	08/26/12	Su 9p - 10p Mentalist	CM	9p-10p	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
MENTALIST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	-----1		1		\$2,000.00		0.00				
E 5	WDJT	08/26/12	08/26/12	Inside Ed Wknd 1035-1105p Inside Ed Wknd 1035-1105p	CM	1035p-1105p	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/28/12	-----1		1		\$200.00		0.00				
E 6	WDJT	08/27/12	08/30/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	MTWT---		4		\$1,000.00		0.00				
E 7	WDJT	08/28/12	08/30/12	CBS58 Nws 5p M-Sa/530p Su CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWT---		3		\$450.00		0.00				
E 8	WDJT	08/27/12	08/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
10PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M-WT---		3		\$1,000.00		0.00				
E 9	WDJT	08/27/12	08/27/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
HAWAII 5-0														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	1-----		1		\$2,000.00		0.00				
E 10	WDJT	08/28/12	08/28/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
NCIS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-1-----		1		\$2,400.00		0.00				
E 11	WDJT	08/28/12	08/28/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
NCIS:LA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-1-----		1		\$2,000.00		0.00				
E 12	WDJT	08/29/12	08/29/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	--1----		1		\$2,000.00		0.00				
E 13	WDJT	08/30/12	08/30/12	Th 9p - 10p Republican Nat Convention	CM	Th 9p - 10p	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	---1---		1		\$2,000.00		0.00				
Totals													20	\$28,950.00